

City of Coronado



Coronado Tourism Improvement District - Advisory Board Meeting Minutes from Meeting of March 3, 2011

1. Call to Order. Meeting was called to order at approximately 2:04 p.m. Present at the meeting were the following CTID Advisory Board Members: Courtenay McGowen, Tim Herrmann, Camille Gustafson, Dave Landon, David Spatafore and Mary Ann Berta. Eddie Warner was absent. With Chairman Todd Shalan absent, Vice-Chair Kathleen Cochran lead the meeting. Also in attendance were Assistant City Manager Tom Ritter, Coronado MainStreet Executive Director Rita Sarich and Coronado Visitor Center Manager Katherine Matlock.
2. Approval of Minutes. Motion MSP to approve the draft minutes for meetings held February 3 and February 24, 2011.
3. Oral Communications. None.
4. Retreat Summary. Motion MSP to approve recommended Mission Statement constructed by attendees of the CTID Planning Retreat February 24, 2011: *“To effectively promote Coronado as a year-round destination for visitors from across the bridge and across the country, while contributing to the vitality of the community.”*

In anticipation of preparing an Annual Review that recaps its accomplishments and projects that it may wish to implement, the Board edited a complete list of short-term and long-term goals assembled at the retreat. The following goals were approved because they fall within CTID mission and are achievable given proper timing, budget and effort.

Short-term (one fiscal year)

- Reassess community grant process
- Continue marketing with focus on off-season
- Build and strengthen Coronado brand recall
- Invest in photography, videography and distribution of b-roll footage
- Participate in co-op marketing opportunities from partners such as ConVis
- Consider behavioral retargeting of sandiego.org/Coronado website

Long-term (up to five fiscal years)

- For promotion of Coronado, offer webcam content for other websites to embed
- Evaluate the feasibility of a satellite Coronado Visitor Center in San Diego County
- Work towards centralized drop off location in Coronado for visitors
- Develop a comprehensive brochure for all means of transportation within City
- Consider a comprehensive website (with day-planner) for tourists/visitors
- Work with City and Caltrans on practicality of downtown shuttle

Other goals discussed:

For projects such as the webcam service, the Board preferred contracting with a service provider as to eliminate the need for infrastructure.

Helping to enhance the current Coronado Visitor Center. Visitor Center Manager Katherine Matlock welcomed the suggestion of an eventual plan that outlines the enhancements and their value to visitors.

Addressing the lack of MTS bus service (904 line) on Sundays.

Communicating with City to better understand opportunity with way finding signage. Rita Sarich reminded the Board that way finding signage is already a capital improvement project of the City.

Board Member Mary Ann Berta felt it was important to include the edited goals in the Annual Review to reflect not just what the CTID has accomplished but what it hopes to achieve with an extension. David Spatafore felt many of the projects would not be completed if an organization such as CTID did not take the lead.

5. Annual Review Motion MSP the Administrator's recommendation to develop the Annual Review which seeks a renewal of up to 5 years under the Property and Business Improvement District Law of 1994. While there are some that believe there is more freedom available to the CTID under the 1989 law, the year-to-year renewal discourages planning large-scale initiatives. The anticipated benefits of shifting from the Parking and Business Improvement Area Law of 1989 include:

Governing autonomy for CTID (such as contract approval)

Self-reliance (internal bookkeeping, legal, etc.)

Greater flexibility (for spontaneous decision-making)

Ability to plan long-term (beyond each fiscal year)

The CTID would still be required to submit an Annual Review to the City for approval and the Brown Act provisions would apply for public accessibility and transparency.

Tom Ritter believes the City would prefer extending the CTID under the 1994 law as to help eliminate some City services the CTID uses indirectly including accounting, legal and Staff advisory. The City Attorney questions whether there more freedom is available under the current 1989 structure.

Motion MSP to approve recommendation to create Planning Subcommittee to assist and advise the process of developing the Annual Review. Board Members Eddie Warner, Tim Herrmann and Dave Landon will make up the Subcommittee and members of the public with background in planning and non-profit administration may be invited to join the Subcommittee.

The Administrator fulfilled a request from the Board to estimate the cost of retaining an expert on the 1989 and 1994 laws as to best prepare the CTID for a district conversion within the Annual Renewal.

The Administrator recommended John Lambeth of Civitas (who wrote the 1994 law) at a flat rate of \$7,500 for providing the counsel and legal document. The same recommendation included an additional \$3,000 for Civitas to incorporate the CTID (upon approval) as well as \$915 for the corporate filing documents/process. MSP to split the motion. Motion MSP to approve up to \$7,500 for Civitas to facilitate the services, counsel and documentation of the district conversion. Motion MSP to delay expenditure for incorporation and the ensuing documentation until Board vote on April 7th.

The Administrator will work between the City and Civitas to outline the exact services needed and whether an hourly rate is more appropriate. Once finalized the proposal will be taken to the City Manager for approval.

Rita Sarich suggested having the Board consider having the CTID under the umbrella of a 501 (c) 3 status of an existing organization. Board Member Dave Landon added the non-profit incorporation process shouldn't be difficult, labor intensive nor lengthy, especially with the assistance of counsel such as Civitas.

6. Marketing. The Board was given copies of the March San Diego Magazine that epitomized a collective effort between the Local Marketing Subcommittee, the Administrator and ConVis. No less that six mentions of Coronado were included in addition to the purchased ad space.

The Board was shown an update of the print ad for the April issue that incorporated a suggestion from Board Member Kathleen Cochran to include footprints in the sand photo. The Administrator will work with the Local Marketing Subcommittee to apply other photo and text suggestions.

The Administrator has these additional updates:

Total Traffic Radio starts its third (of six) week this Monday
ConVis restructured banner ad campaign to lower CPC to \$16.83
Hotel Subcommittee will soon review draft of May 1 newspaper insert for LA/OC/SD.
Administrator collecting sales data from local businesses to measure marketing success.

7. Branding Outreach: As the CTID approaches the renewal process, it is vital to fulfill a promised to update local groups and the community of our progress and the benefits for all stakeholders. With the assistance of several Board Members, the Administrator has been messaging the public through the use of PowerPoint presentations, signage and community relations such as ceremonial check presentations. At this time, the CTID Board Members should be scheduling meetings with Council Members and City representatives to ascertain any concerns that should be addressed in the Annual Review. The Board is asked to share their findings with the Administrator.

8. Budget: The Administrator shared this budget update:

January assessments at the four CTID hotels were \$1841 over projections
For the first seven months the CTID is \$17,508 over projections
The collected assessments add to \$254, 361 (six percent over projection)
The balance of \$160,655 does not reflect outstanding invoices from ConVis
Discretionary funds hover at close to \$26,000

9. Meeting was adjourned at 3:24 pm.